



*September 30th-November 15th
Winston, Salem, Moonlight Tob.
Empty Pack Trade In Promotion*

Objective:

Increase sales of Winston, Salem
and Moonlight Tobacco brands.

Winston Select Empty Pack Trade In Promotion - Home Liquors

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Method

- ❖ Smoker gets a free pack of Winston, Salem, Icebox, Planet, or "B's" (any style) when he turns in 4 empty inner packs of same.

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Implementation

- ❖ Store gives free pack of Winston, Salem, Ice Box, Planet, or "B's" for every 4 empty inner packs of any style of same turned in.
- ❖ Store accumulates the empty packs in plastic bags.
- ❖ Store Mngr. writes # packs, initials, and dates plastic bag with empty packs, and turns in to RJR Sales Rep. for a credit slip.
- ❖ Both Sales Rep. and Store Mngr. sign credit slip.
- ❖ Retailer keeps 1 copy to be turned in to Jim Bellias for credit.
- ❖ RJR Sales Rep mails other copy to L. T. Wolfe

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Timing

❖ September 30th - November 15th, 1996

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RJR Commitment

- ❖ Ensure each store has adequate stock levels of all styles of Winston, Salem, Ice Box, Planet, and "B's" - write orders when necessary.
- ❖ Collect empty packs of Winston, Salem, Ice Box, Planet, "B's" and signed credit form.
- ❖ Create and place POS on counter display.
- ❖ Insure Window sign is placed in front window

Winston Select Empty Pack Trade In Promotion - Home Liquors

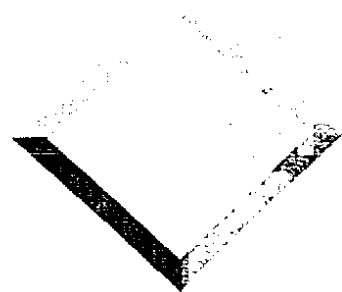
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Home Liquors Commitment

- ❖ Create and place window signs advertising this promotion.
- ❖ Order extra Winston, Salem, Ice Box, Planet, and "B's" product to cover the increased demand.

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Winston, Salem, Ice Box, Planet, "B's" Empty Pack Trade In Promotion Credit Form

Store Home Liquors # _____

Date _____

Address _____

of Empty Packs Turned In:

Winston _____

Ice Box _____

Salem _____

Planet _____

"B's" _____

Store Mnger Signature _____

Sales Rep Signature _____

Note: 1 copy to be retained by store: 2nd to be retained by RJR Sales Rep and
mailed to L.T. Wolfe

Winston Select Empty Pack Trade In Promotion - Home Liquors

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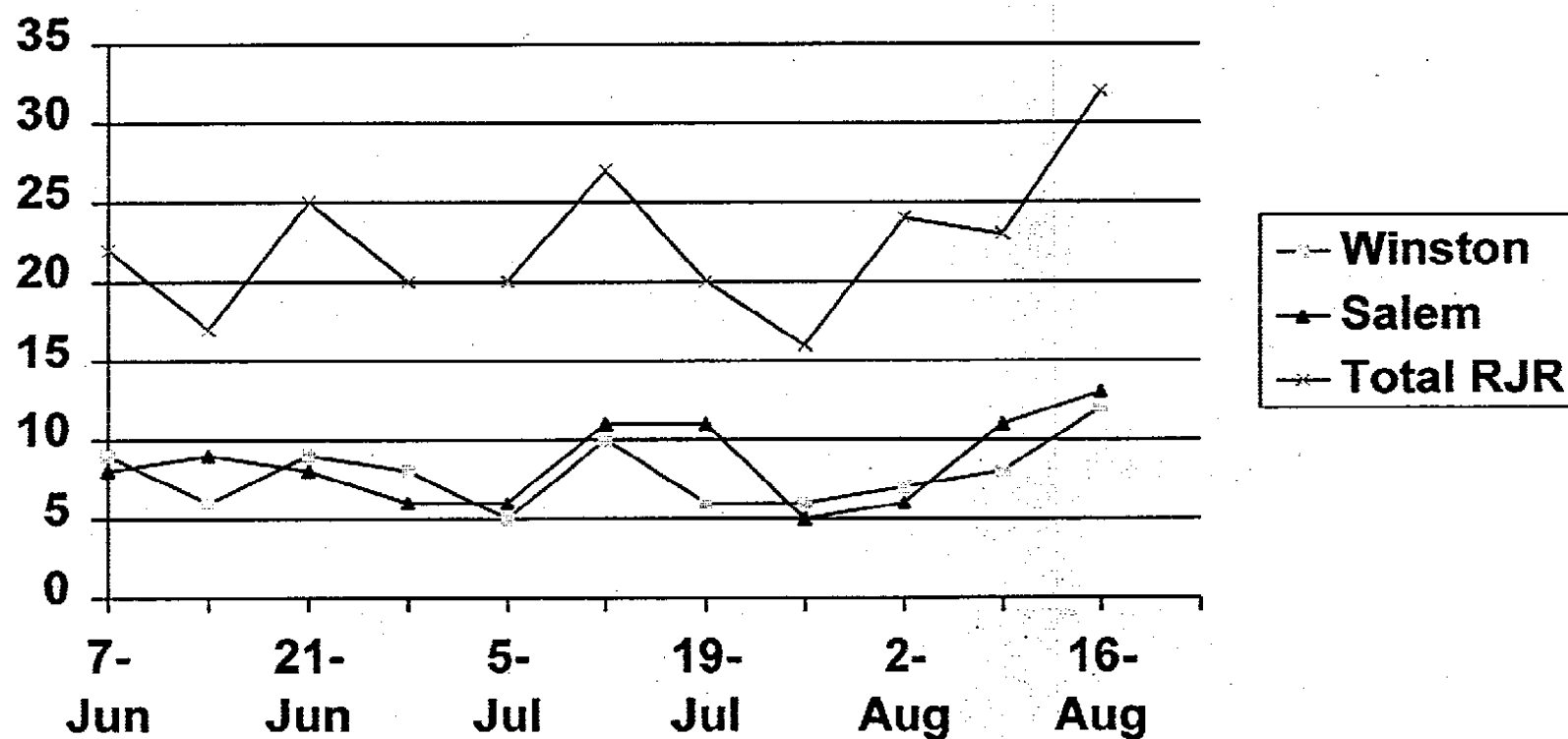
Results to date:

- ❖ 1016 empty packs of Winston Select collected during 2nd qtr Select empty pack trade in promotion.
- ❖ 6694 empty packs collected since beginning of 3rd qtr Winston/Salem empty pack trade in promotion.

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Thomson-Okun Case Shipments 12 M



Winston Select Empty Pack Trade In Promotion - Home Liquors

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Benefits of Promotion

- ❖ Smoker pays full price for packs
- ❖ Smoker gets in the habit of buying the brand
- ❖ Unique traffic building promotion for the retail store
- ❖ Builds demand for brand promoted in surrounding stores
- ❖ Builds RJR sales and SOM

Winston Select Empty Pack Trade In Promotion - Home Liquors